

# **SURE YOU INHALE!**

## **SO—BE SURE ABOUT**

## **YOUR CIGARETTE**

All smokers sometimes inhale. But—your throat need not be punished!

Proved and reported by eminent doctors who compared the leading popular cigarettes:

**IN STRIKING CONTRAST TO PHILIP MORRIS  
—IRRITANT EFFECTS OF THE FOUR OTHER  
LEADING BRANDS AVERAGED MORE THAN  
THREE TIMES AS HIGH—AND LASTED MORE  
THAN FIVE TIMES AS LONG!**

A basic difference in manufac-ture makes PHILIP MORRIS better for your nose and throat —besides being better tasting!



# **CALL FOR PHILIP MORRIS**

**America's Finest Cigarette!**

**MORE PLEASURE  
IN EVERY PUFF  
PLUS PROTECTION**



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